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ABF Dec.—Ptd. in U.S.A.

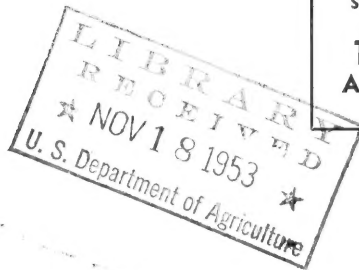
RETURN POSTAGE GUARANTEED

John's
PLANTS SEEDS BULBS

APOPKA, FLORIDA



"I WANT SOMETHING TO PEP UP THE NEXT
MEETING OF OUR GARDEN CIRCLE"



SEC. 34.66 P.L.&R.
U. S. POSTAGE
1½c Paid
APOPKA, FLA.
PERMIT NO. 4

PHOTO-COURTESY
BRAZILIAN
MINISTER
AGRIC.



Here Is a Foliage Plant
Good Enough to Stake
Our Reputation On!

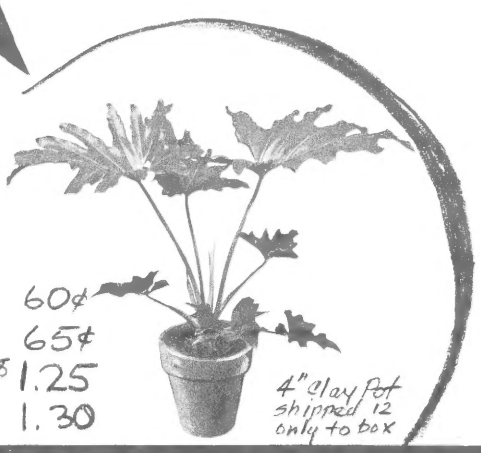
Yes, from out of the rich
green BRAZILIAN JUNGLE
comes the newest, most
fascinating of all the
PHILODENDRONS

PHILODENDRON
SELLOUM
JOHN'SII

THIS NEW, FAST-SELLING JOHN'SII
IS THE "NON-VINING" PHILO -
DENDRON WITH LARGE "CUT-LEAVES."

*Its beautifully balanced, erect growth
and dark-green color have captured
the public desire for plants of contrast-
ing foliage and structural design in
home and office*

- 3" PAPER POT - 4-6 leaves, 8-12" tall
- 3" CLAY POT
- 4" PAPER POT - 5-7 leaves, 12-20" tall
- 4" CLAY POT



- 60¢
- 65¢
- 1.25
- 1.30

Please Notice: SHIPPING RESTRICTIONS TERMS OF SALE SHIPPING UNITS AND WEIGHTS:

The below listed shipping units are the result of years of experience and incorporate the best packaging at plants in order to insure the best arrival condition and also take advantage of the best express weight rates.

Only full boxes of potted plants travel well and your ordering should be so based.
Remember that small orders boost the prorated express cost per plant and cut into your profits.

Plants wrapped in WAXED PAPER

- Best shipped in units of:
- Box of 60 (Approx. wt. 14-19 lbs.)
 - Box of 100 (Approx. wt. 25-35 lbs.)
 - Box of 120 (Approx. wt. 30-38 lbs.)

Plants potted in PAPER POTS

- Shipped **only** in the following units
but can be assorted as to varieties.
- 2" pots — 60 or 120 to a box (wt. 15 or 28 lbs.)
 - 2½" pots — 50 or 75 to a box (wt. 18 or 26 lbs.)
 - 3" pots — 50 to a box (wt. 28 lbs.)
 - 4" pots — 25 to a box (wt. 28 lbs.)

Plants in CLAY POTS

Shipped **only** in the following units
but can be assorted as to varieties.

- 2" pots — 50 to a box (Approx. wt. 25 lbs.)
- 2½" pots — 40 to a box (Approx. wt. 33 lbs.)
- 3" pots — 25 to a box (Approx. wt. 30 lbs.)
- 4" pots — 12 to a box (Approx. wt. 19 lbs.)

TIME OF SHIPMENT: Unless otherwise specified by you, your order will be scheduled for immediate shipment.

TERMS OF SALE: The savings of extra bookkeeping expense and credit losses helps me to maintain my present low prices in the face of increased production costs. Please send check or money order with your order or it will be shipped C.O.D. For those who wish credit I ask for three weeks to communicate with references.

CLAIMS: Every precaution is taken with regard to transit regulations to prevent losses, therefore, in the event of losses due to transit conditions, it is imperative that the consignee file a claim immediately with the carrier.

10% DISCOUNT: I can offer you bigger plants, grown especially for you, at a 10% discount if you order 5,000 or more and if you let me know 60 days in advance of shipping date. Frankly, I add the 5,000 extra cuttings to my regular production quota and set them aside for you. This eliminates risk and is worth the 10% discount. Production planning is a job and a 5,000 order without advance notice is no saving on my part over an order of 100 or 500. Let me hear from you as to how I can work with you on this.

LOW COST PLANTS AVAILABLE YEAR AROUND



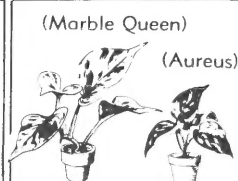
NEPHTHYTIS
(Liberica)



(Variegata) (Green)
PEPEROMIA



PHILODENDRON
(Cordatum)



(Marble Queen)
(Aureus)
POTHOS
(Scindapsus)



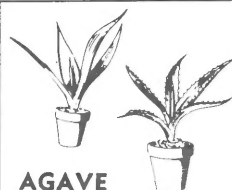
CACTUS
(Cereus Peruvianus)



IVY
(Hahn)



IVY
(Grape)



AGAVE
(Sisalana) (Decepens)



**NEANTHE BELLA
PALM**
(Chamaedorea)



CRASSULA
(Aborescens)



SERRISA
(Foetida-Variegated)



DRACAENA
(Godseffiana)



**CHINESE
EVERGREEN**
(A. Simplex)



**PLANT
COMBINATION**



PODOCARPUS
(Maki)



ARDISIA
(Crenulata)



**SANSEVIERIA
HAHNII**



PHILODENDRON JOHNSII
(Selloum)



**PHILODENDRON
PERTUSUM**



**SANSEVIERIA
ZEYLANICA**

**SANSEVIERIA
LAURENTII**



**PHILODENDRON
DUBIUM**



**PHILODENDRON
HASTATUM**



**PHILODENDRON
MONSTERA**

DO NOT MIX CLAY WITH PAPER

DESCRIPTION AND PRICES

John
PLANTS SEE

NAME	DESCRIPTION	PAPER POT	CLAY POT
NEPHTHYTIS—			
Large dark green leaves.	2" pot (1 plant)	9c	10c
	2½" pot (2 plants)	18c	20c
	3" pot (3 plants)	25c	29c
VARIEGATED NEPHTHYTIS—	Very colorful, smaller, crinkled leaves.	2" pot (1 plant)	15c 16c
PEPEROMIA—			
Many waxey, dark green leaves	2" pot (1 plant)	9c	10c
	2½" pot (2 plants)	18c	20c
	3" pot (3 plants)	25c	29c
VARIEGATED PEPEROMIA—		2" pot (1 plant)	20c 21c
PHILODENDRON—	Number 1 in sales.	2" pot (1 plant)	9c 10c
(Cordatum) (Either long or short vines)	2½" pot (2 plants)	18c	20c
	3" pot (3 plants)	25c	29c
POTHOS AUREUS—	Golden Variegation	2" pot (1 plant)	9c 10c
	3" pot (3 plants)	25c	29c
POTHOS MARBLE QUEEN—			
Snowy white variegation.	2" pot (1 plant)	20c	21c
	3" pot (1-3 plants)	35c	39c
CACTUS—	FROM 2-5" tall in special soil.	2" pot (1 plant)	9c 10c
IVY—	Hahn's	2" pot (1 plant)	9c 10c
	2½" pot (2 plants)	18c	20c
IVY—	Grape—Large plant	2½" pot (1 plant)	18c 20c
AGAVES—	Sisalana (Smooth edge) Order either		
Decepens (Rough edge)	or Both.	2" pot (1 plant)	9c 10c
NEANTHE BELLA PALM			
	2" pot (1 plant)	9c	10c
	"Perfect for Dish Gardens or Growing on." — Likes shade.		
CRASSULA—	Small, bushy and well shaped.	2" pot (1 plant)	9c 10c
	2½" pot (1 plant)	18c	20c
SERRISA—	Very dainty, woody plant with perfect white margined leaves.	2" pot (1 plant)	9c 10c
DRACAENA—	Slender woody plant—Large dark green leaves with white spots.	2½" pot (1 plant)	20c 22c
CHINESE EVERGREEN—	4-6 leaves, 5-8" tall, Barerooted 25c		
	5-8 leaves, 8-16" tall, 3" pot (1 plant)	45c	49c
	For Every Use—Soil or Water—Planter or Pot		
ARDISIA—	Woody, compact. Used in Juvenile stage. 5-8 wavy margined leaves.	2" pot (1 plant)	9c 10c
		2½" pot (1 plant)	18c 20c
PLANT COMBINATION—	3 pot grown assorted plants frequently varied for best arrangement.	3" pot (3 plants)	25c 29c
PODOCARPUS—	Dark green with light green top growth	2" pot (1 plant)	9c 10c
S. LAURENTII—	(Gold Banded)		
The Special, 3-5 leaves, 12-20" tall.	} WAX WRAP	Bare	18c
The Regular, 2-3 leaves, 15-20" tall.		Rooted.	15c
The Rosette, 3-5 leaves, 4-8" tall.		Roots in	15c
		Sphagnum Moss.	9c
S. ZEYLANICA—	3-4 leaves, 6-10" tall		
S. HAHNII—	The New Patented Rosette.	2" pot	12c 14c
Pot Grown—Excellent Color.		2½" pot 1 plant)	20c 22c

LARGE "CUT-LEAF" PHILODENDRONS

P. JOHNSII — featured on back of circular—

P. PERTUSUM — 4-6 leaves, 16-24" tall

This vining beauty is similar to P. Monstera; but has smaller leaves and vines in juvenile stage.

P. DUBIUM — 3-5 leaves, 10-18" tall

P. HASTATUM — 4-6 leaves, 10-15" tall

P. MONSTERA — 3-4 leaves, 15-24" tall

4" } Minimum order of 12
Paper Pots } for --
\$20.

Order an Assortment.

PAPER POTS

CLAY POTS ARE

John's SPECIAL AND SEASONABLE PLANTS

PLANTS SEEDS BULBS
CLAY POT
Selected Ferns--- 20 Years of Experience Behind Them

			WAX WRAP	PAPER POT	CLAY POT
10c	BOSTON FERN				
20c	(Compacta)	For a 4" pot	Bare rooted.		
29c	TRUE BOSTON FERN	For a 3" pot	Roots in	12c	
16c	(Bostonensis)		Sphagnum Moss.	15c	



10c	LACE TABLE FERNS	Pot grown	2 1/2" pot	20c	22c
20c	A delicate beauty with golden edged leaves.				
29c					
21c					

10c	ASSORTED	Ready Oct 15 th to Feb. 15 th			
20c	Hidden Beauty	Hybrid AMARYLLIS BULBS			
29c					
10c					
29c					
21c	You will receive	with each order -	SIZE BY	PRICE	
39c	a COLOR DISPLAY	COUNTER CARD plus	DIAMETER	EACH	
10c	a DIAGRAM	"CULTURAL" SHEET	2 1/4" Bulbs	12c	
	with every	5 Bulbs.	2 1/2" Bulbs	15c	
			2 3/4" Bulbs	35c	
			Minimum Order 25 Bulbs		



66 "Heirloom" 99 Planters Handmade of Real FLORIDA CYPRESS



FREE DISPLAY AIDS! AS SHOWN HERE

These beautifully grained Planters come complete with Planter and Philodendron (as pictured)

... PLUS ...

"Christmas"
Your orders placed now (for delivery after NOV. 15)
will include a Red Satin Bow on each Planter
and an exotic, attractive Cypress Knee with each order.

MINIMUM ORDER: 24 assorted planters \$21.60
F.O.B. APOKA, FLORIDA

Planters are Handmade so Xmas orders must be in by Nov. 10th
(Please give date you want them to arrive)

A Z A L E A S FOR FORCING KURUME TYPE FOR GROWING ON



	The following varieties are available: Hexe, Pink Pearl, Snow, Sweetheart Supreme, Mme. Pericat, Christmas Cheer, Salmon Beauty, Hinodegiri, Coral Bell.	Strong bushy plants grown in scientifically prepared soil.	PAPER POT	CLAY POT
			3" pot 25c	29c
			4" pot 45c	50c

SHIPPED ONLY IN FULL BOXES

Ship us as checked, F.O.B. Apopka, Florida, Express Collect

PLANTS IN WAX PAPER WRAP OR WAXED PAPER POT

_____ 4"	PHILODENDRON JOHNSII	1.25	
_____ 4"	P. MONSTERA	} Minimum 12 plants	20.00
_____ 4"	P. DUBIUM		
_____ 4"	P. HASTATUM		
_____ 4"	P. PERTUSUM		

Quantity Wanted	Description	Cost Each
	TRUE BOSTON	15c
	BOSTON COMPACTA	12c
	CHINESE EVERGREEN	25c
	S. ZEYLANICA	9c
	S. LAURENTII (REGULAR)	15c
	S. LAURENTII (SPECIAL)	18c
	S. LAURENTII (ROSETTE)	15c

YOUR BULB ORDERS

Quantity Wanted	Diameter	Description	Cost Each

YOUR AZALEA ORDERS

Quantity Wanted	Pot Paper	Size Clay	Variety	Cost Each

FOR GROWING ON

_____ 4-5 leaf NEPHTHYTIS	7c
_____ 4 leaf PEPEROMIA	7c
_____ 4-5 leaf PHILODENDRON	7c
_____ Thous. PHILODENDRON EYES	\$15.00
_____ Thousand POTHOS EYES	\$20.00

CYPRESS WOOD PLANTERS

___ Assts. of { ___ #15 Rocking Chairs
___ #16 Wheelbarrows
\$2160 24 planters and plants

\$21⁶⁰

PLANTS IN CLAY POTS
TO BE SHIPPED UNDER SEPARATE COVER.

2 1/2"	DRACAENA	22c
2 1/2"	NEPHTHYTIS	20c
2 1/2"	PEPEROMIA	20c
2 1/2"	PHILODENDRON	20c
2 1/2"	SANSEVIERIA HAHNII	22c
2 1/2"	IVY—HAHN'S	20c
2 1/2"	IVY—GRAPE	20c
2 1/2"	ARDISIA	20c
2 1/2"	CRASSULA	20c
2 1/2"	LACE TABLE FERN	22c

Quantity Wanted	Pot Size	Description	Cost Each
_____	3"	NEPHTHYTIS	29c
_____	3"	PEPEROMIA	29c
_____	3"	PHILODENDRON	29c
_____	3"	CHINESE EVERGREEN	49c
_____	3"	PHILODENDRON JOHNSII	65c
_____	3"	PLANT COMBINATION	29c
_____	3"	POTHOS	29c
_____	3"	POTHOS MARBLE QUEEN	39c

Ship to

62.17

= 1953

Ra

Special Offer!

SEE POSTCARD ENCLOSED

What is this worth to YOU?

Let me send you \$18 worth of assorted plants of my selection, with the understanding that in 30 days you are only to pay me for them in whatever amount you think they are worth. There is no catch or trick about this, at all.

I am running a nursery, and the only way that I solicit business is by circular. I selected you, out of the total mailing—people to whom I send circulars right along, and have had no answer.

I think my products will sell themselves, and so, instead of spending money on the advertising, I would rather use up the expense in sending plants to people.

Of course the whole hope is that, after you have had this \$18 assortment, at no risk to yourself, that you will develop into a steady customer.

All I ask is that, thirty days after the receipt of the shipment, that you send me a check for whatever you think fair, or a notation as to why you are not sending me anything.

The shipment will go forward express collect, from here, and you would be out only the express charges, and I will carry the risk on the eighteen bucks worth.

Finally, this offer is only available for the next thirty days, and providing that you send your acceptance on the enclosed card. If you can figure out something fairer and more sensible than this idea, I would like to know it.

Might I hear from you?

Sincerely,
JOHN'S

62.17

Postage
Will be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT No. 4, Sec. 510 P.L.&R. APOPKA, FLORIDA

John's

APOPKA, FLORIDA



JOHN'S, Apopka, Florida.

Send me \$18 value in assorted plants, on the basis of your special offer.

Signed_____

Library
U.S. Dept of Agriculture
Washington 25, D. C.

THE PODOCARPUS OFFER IN YOUR
NEW FOLDER ALSO INTERESTS ME.
SEND ME THE ASSORTMENT
CHECKED BELOW:

1 ☐ 2 ☐ 3 ☐ 4 ☐

IF ABOVE NAME AND ADDRESS
ARE NOT CORRECT, PLEASE INDI-
CATE ON THIS CARD ANY CHANGE
YOU WISH US TO MAKE.